

Interim Report

January–March 2021

Exceptionally strong start to the
year driven by all Business Areas



This presentation contains forward-looking statements that reflect management's current views with respect to certain future events and potential financial performance. Although Fiskars Group believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of various factors.

Important factors that may cause such a difference for Fiskars Group include, but are not limited to:

(u) the macroeconomic development and consumer confidence in the key markets, (ii) change in the competitive climate, (iii) change in the regulatory environment and other government actions, (iv) change in interest rate and foreign exchange rate levels, and (v) internal operating factors.

This presentation does not imply that Fiskars Group has undertaken to revise these forward-looking statements, beyond what is required by applicable law or applicable stock exchange regulations if and when circumstances arise that will lead to changes compared to the date when these statements were provided.

Highlights of quarter



**EXCEPTIONALLY
STRONG START
TO THE YEAR**



**ALL BA'S
PERFORMING WELL**



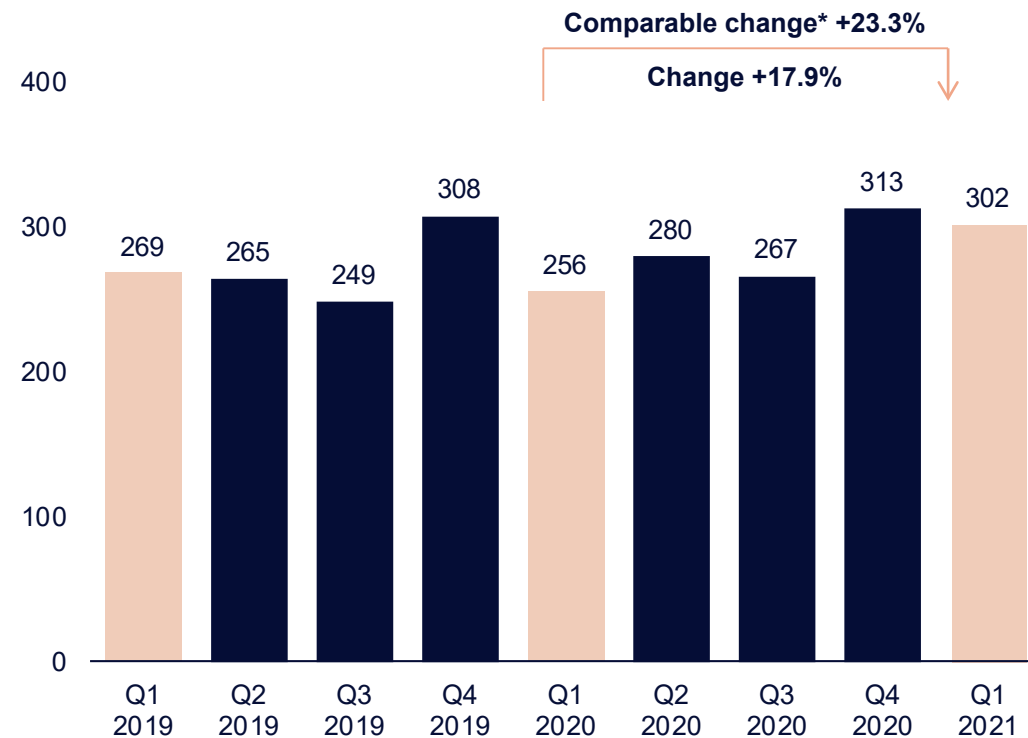
**OUTLOOK FOR
2021 UPGRADED**



**SUSTAINABILITY
COMMITMENTS
RENEWED**

Fiskars Group comparable net sales in Q1 2021

NET SALES, EUR MILLION



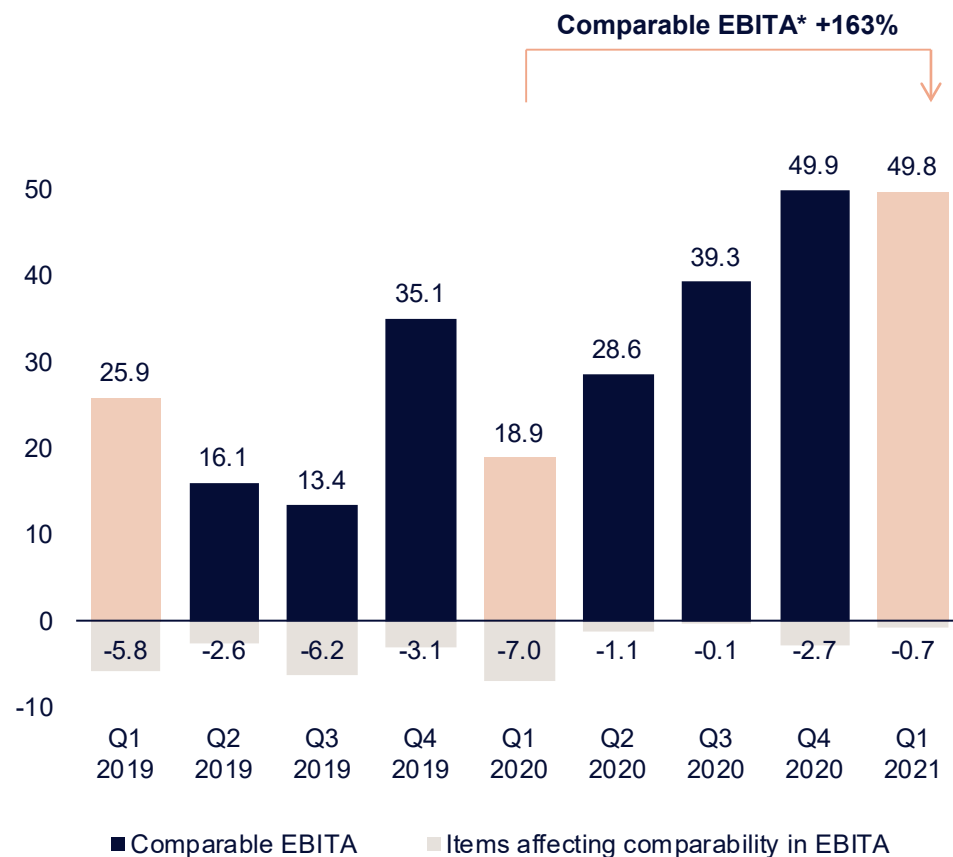
*Comparable change = currency neutral & excl. divestments

NET SALES BRIDGE, EUR MILLION



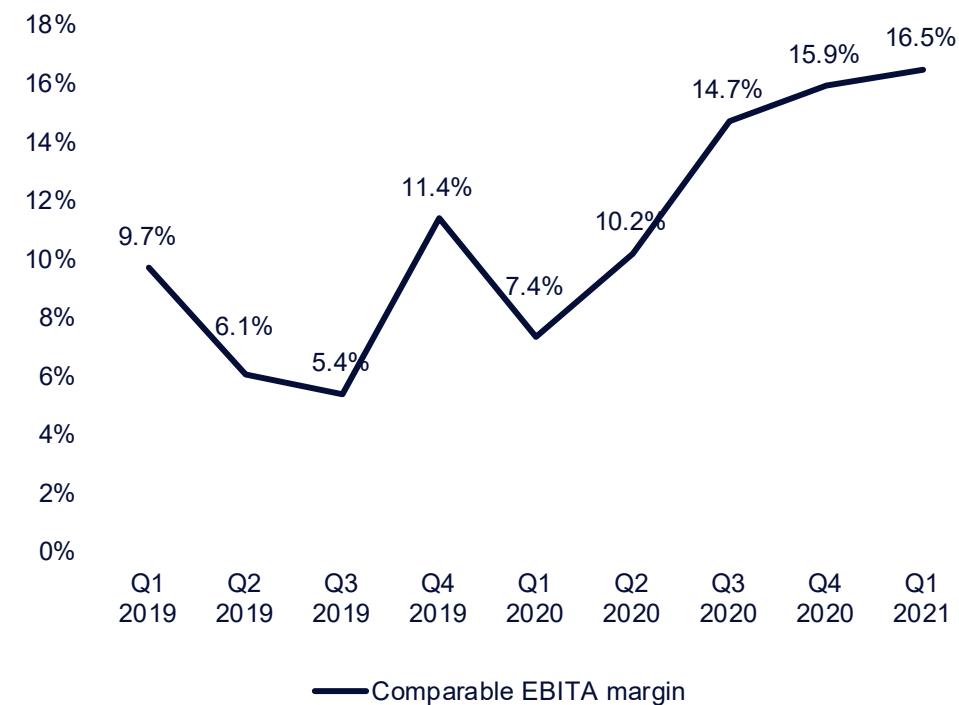
Fiskars Group comparable EBITA in Q1 2021

COMPARABLE EBITA, EUR MILLION



*Items affecting comparability in EBITA includes items such as restructuring costs, impairment or provisions charges and releases, integration-related costs, and gain and loss from the sale of businesses

COMPARABLE EBITA MARGIN



Outlook for 2021 upgraded on March 24 and April 19

Guidance on the outlook for 2021 upgraded on April 19 (originally issued on February 5, 2021 and upgraded on March 24, 2021)

The company expects the strong momentum in the first quarter to continue, and now expects the comparable EBITA for 2021 to be in the range of EUR 130 –145 million.

Visibility continues to be low due to the COVID-19 pandemic, which is profoundly impacting consumers' lives in terms of changes in for example disposable income, purchasing choices and consumer behavior. These may bring challenges as well as opportunities for Fiskars Group. The seasonality of both trade and consumer demand may continue to differ from a typical year.



Recent actions to support strategy



Increased focus on growth

Digital – opportunities from the digital consumer experience to our internal processes

Consumer centricity - further align communications, brand management, sustainability and digitalization

Fiskars Group Leadership Team



NATHALIE AHLSTRÖM

President & CEO



SARI POHJONEN

Chief Financial Officer &
deputy to the CEO



TINA ANDERSSON

Chief Consumer Officer



CHRISTIAN BACHLER

Executive Vice President,
BA Vita



JAMES BROUILLARD

Executive Vice President,
BA Terra



RISTO GAGGL

Chief Supply Chain Officer



JOHAN HEDBERG

Chief Sales Officer



**PETER CABELLO
HOLMBERG**

Chief Digital Officer



TUOMAS HYYRYLÄINEN

Executive Vice President,
BA Crea



NIKLAS LINDHOLM

Chief People Officer



PÄIVI TIMONEN

Chief Legal Officer



Our sustainability commitments



**Against
throwaway
culture**

We fight throwaway culture by developing circular solutions to extend the joy they provide and to minimize the strain on the planet.



**For a
carbon neutral
future**

We take climate action by reducing our impact in line with a 1.5°C future. We are transforming to a carbon neutral business.



**For
increased
joy**

We create a positive impact on the quality of life for people and communities.



- Kitchenware Service and Vintage expansions
- Iittala 140 years
- Wedgwood Renaissance Red launched in China
- Gerber new products and continued success of the Custom service
- Fiskars Maria K. garden wear available, new sustainable cookware range introduced



Q1 2021



Transformation program, targeted annual cost savings app. EUR 17 million

- Subject to the full implementation of the program
- Targeted cost savings would be achieved gradually, and the majority of the savings are expected to materialize after the program is completed (end of 2021)

Costs of the program app. EUR 40 million in 2018–2021

By the end of Q1 2021:

- EUR 22.5 million of costs had been booked

Restructuring program, targeted annual cost savings app. EUR 20 million

- Subject to the full implementation of the program
- Targeted cost savings would be achieved gradually, and the majority of the savings are expected to materialize during the program by the end of 2021

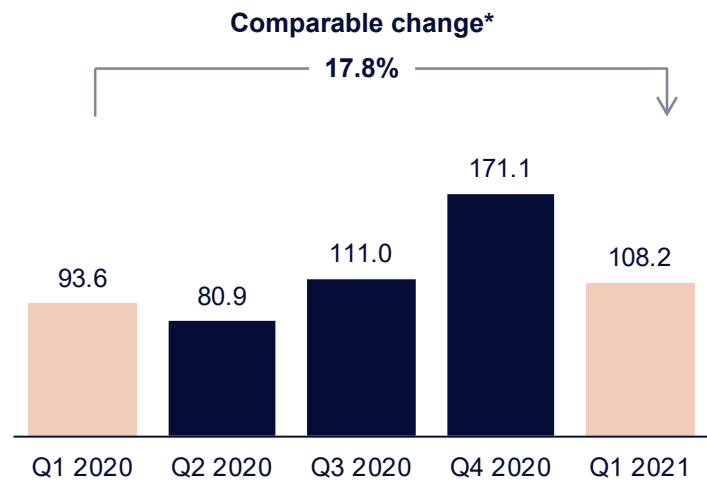
Costs of the program app. EUR 30 million in 2019–2021

By the end of Q1 2021:

- EUR 9.3 million of costs had been booked

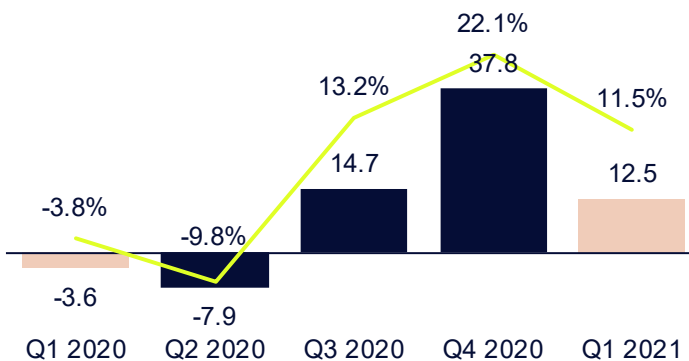


Vita in Q1 2021



■ Net sales, EUR million

*Using comparable exchange rates



■ Comparable EBITA, EUR million

— Comparable EBITA margin

EUR million	Q1 2021	Q1 2020	Change	2020
Net sales	108.2	93.6	15.6%	456.6
Comparable EBITA	12.5	-3.6		41.0
Capital expenditure	3.3	2.0	66.5%	16.3

Comparable net sales increased

- Increased in most of the brands
- Growth drivers: China, the rest of the Asia-Pacific region, Scandinavia and Americas
- Challenges in the U.K and Ireland due to lockdowns
- E-commerce: growth in direct and indirect
- Entire direct channel grew
- Hospitality channel still struggling

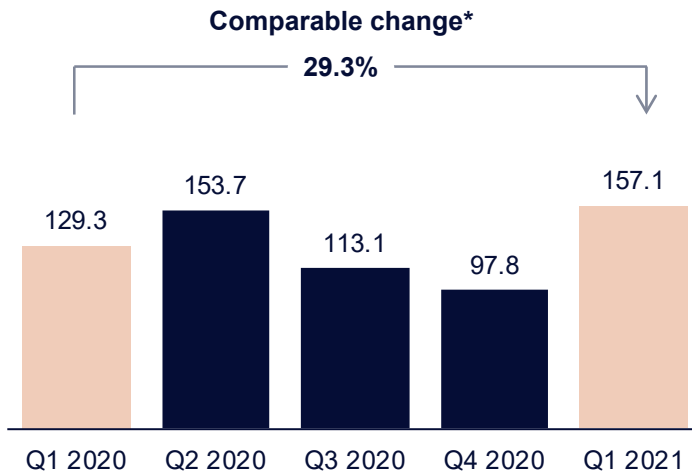
Comparable EBITA increased

- Sales growth
- Channel mix
- Ongoing programs



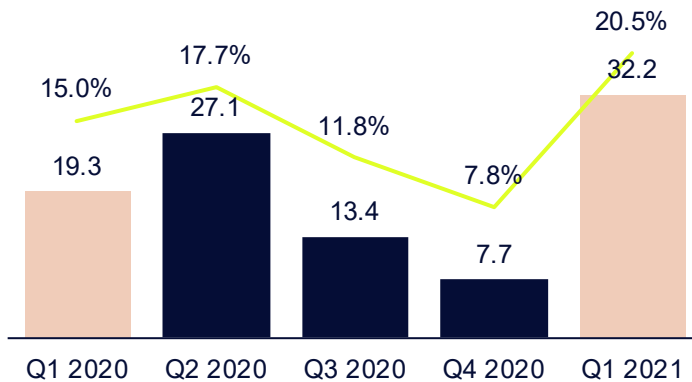


Terra in Q1 2021



■ Net sales, EUR million

*Using comparable exchange rates



■ Comparable EBITA, EUR million

— Comparable EBITA margin

EUR million	Q1 2021	Q1 2020	Change	2020
Net sales	157.1	129.3	21.5%	493.8
Comparable EBITA	32.2	19.3	66.5%	67.5
Capital expenditure	2.1	2.1	0.4%	9.9

Comparable net sales increased

- Double-digit growth in all categories, supported by strong demand
- Americas and Continental Europe driving growth
- Strong load-in to customers in gardening and watering
- Continental Europe: campaigns and positive development in the indirect e-commerce

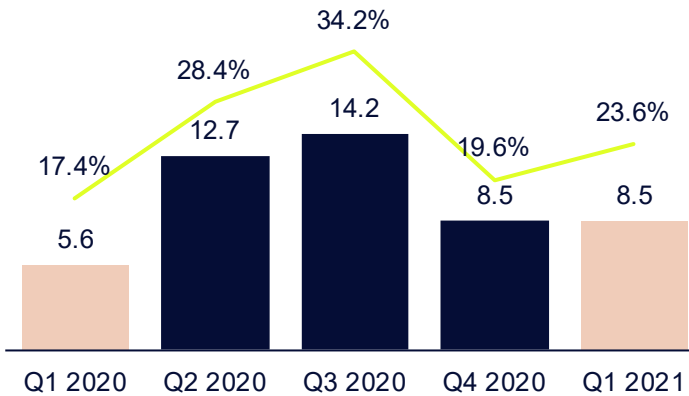
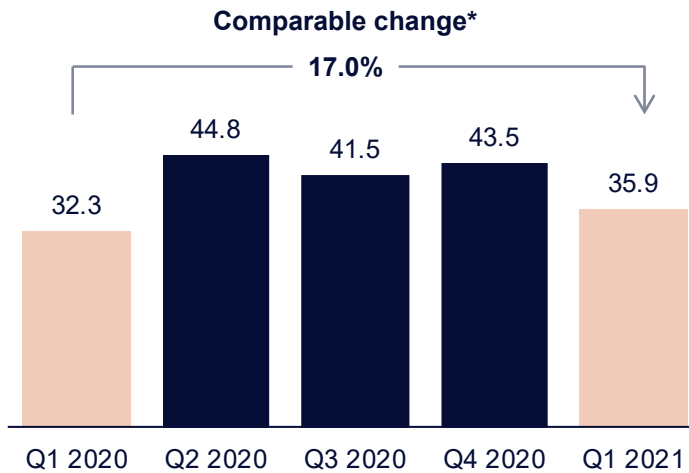
Comparable EBITA increased

- Increased net sales





Crea in Q1 2021



EUR million	Q1 2021	Q1 2020	Change	2020
Net sales	35.9	32.3	11.3%	162.0
Comparable EBITA	8.5	5.6	50.7%	41.1
Capital expenditure	0.6	0.2	206.5%	1.8

Comparable net sales increased

- Double-digit growth in all categories
- Strong demand despite a clear slowdown in the pandemic-driven mask-making activities
- Increased in most markets; Continental Europe, Americas and Finland main drivers

Comparable EBITA increased

- Increased volumes
- A more favorable product mix



Net sales by geography in Q1 2021

EUR million	Q1 2021	Q1 2020	Change	Comparable change*
Europe	143.9	119.0	20.9 %	22.0 %
Americas	119.0	108.0	10.2 %	20.6 %
Asia-Pacific	40.9	30.7	33.5 %	36.4 %
Unallocated**	-1.6	-1.5		

*Using comparable exchange rates

**Geographically unallocated exchange rate differences

Comparable net sales in Europe increased

- Driven by the Nordics and Continental Europe
- Challenges in the U.K. and Ireland (lockdowns)

Comparable net sales in the Americas increased

- Supported by all business areas
- In particular, the strong sell-in to customers in the Terra segment

Comparable net sales in Asia-Pacific increased

- Driven by the Vita segment in most countries, China in particular



Consolidated income statement

EUR million	Q1 2021	Q1 2020	Change, %	2020
Net sales	302.1	256.2	18	1,116.2
Cost of goods sold	-170.2	-151.6	-12	-664.1
Gross profit	132.0	104.6	26	452.0
Gross profit margin	43.7%	40.8%		40.5%
Sales and marketing expenses	-59.5	-67.9	12	-241.5
Other expenses	-26.6	-28.3	6	-112.6
Operating profit (EBIT)	45.9	8.4		98.0
Profit for the period	8.1	5.1	59	68.5
Items affecting comparability	-0.7	-7.0		-11.0
Comparable EBITA	49.8	18.9		136.8
Comparable EBITA margin	16.5%	7.4%		12.3%

Gross profit margin increased

- Improved mix
- Increased efficiency

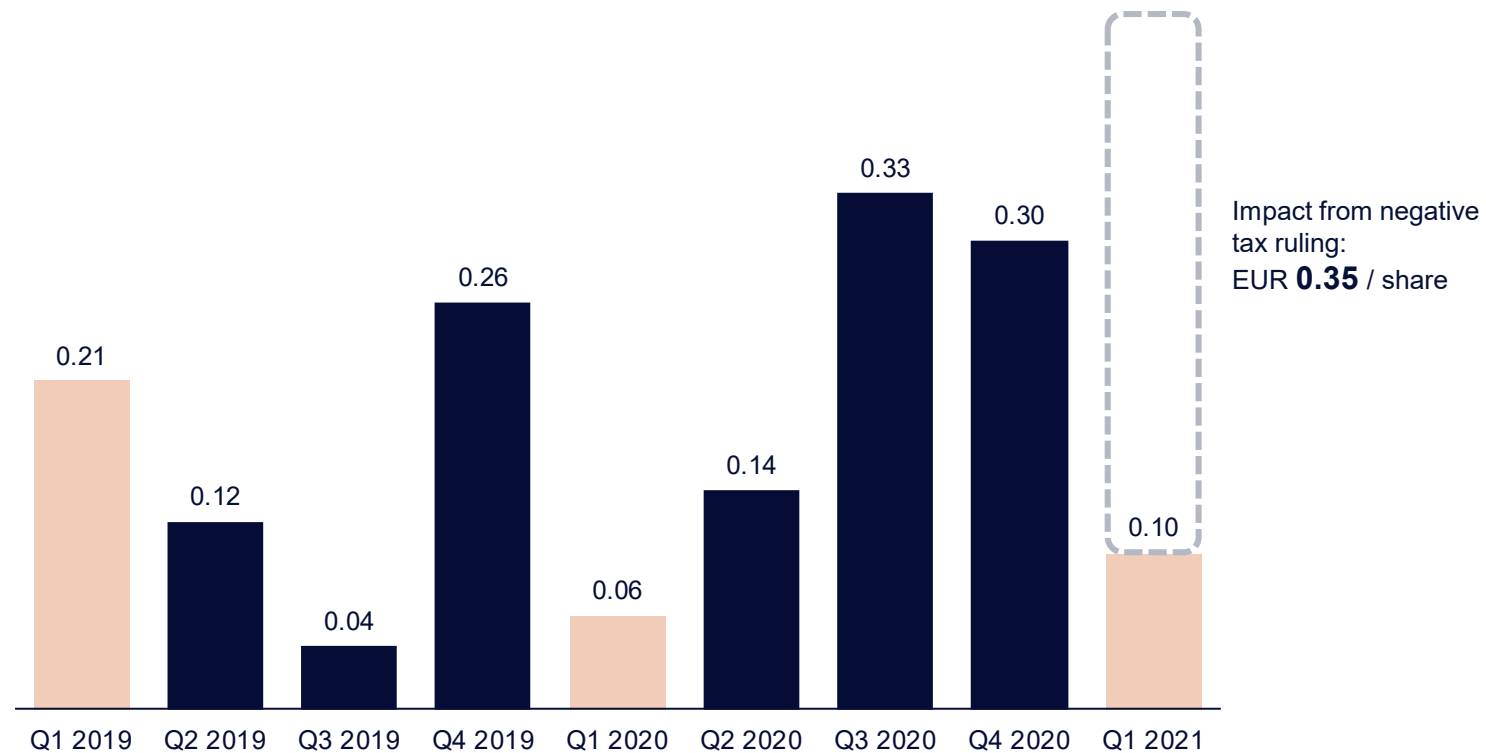
Sales and marketing expenses decreased

- Support from ongoing programs
- Only a minor impact from temporary cost savings

Negative ruling on the tax dispute weighing down on the profit for the period

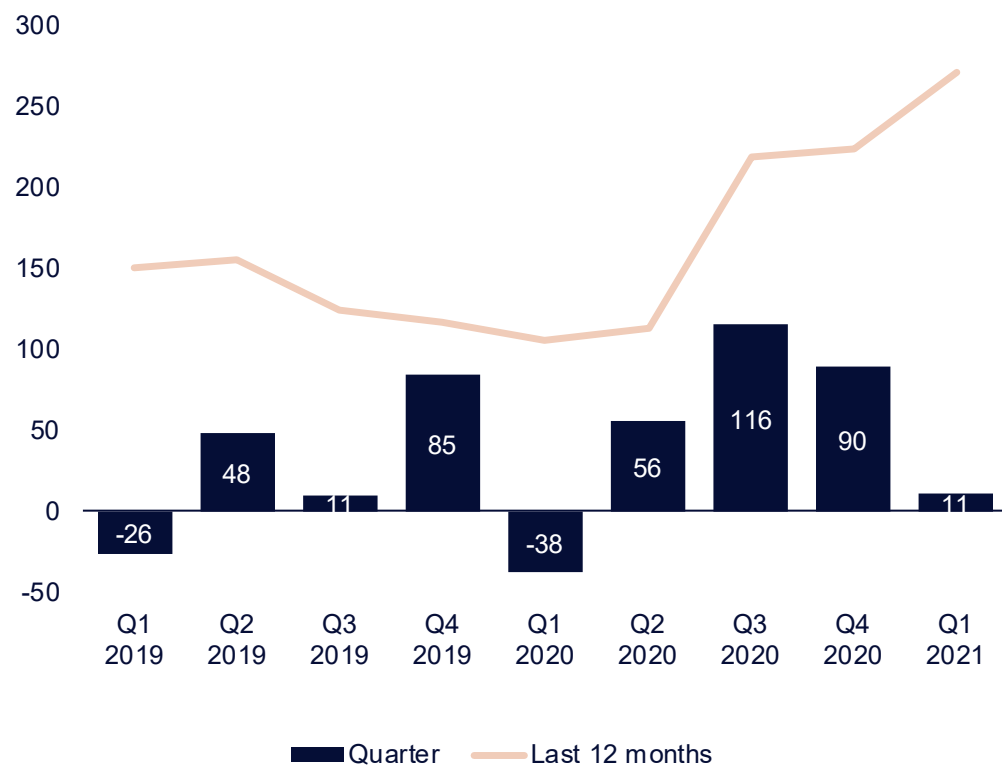


Earnings per share in Q1 2021

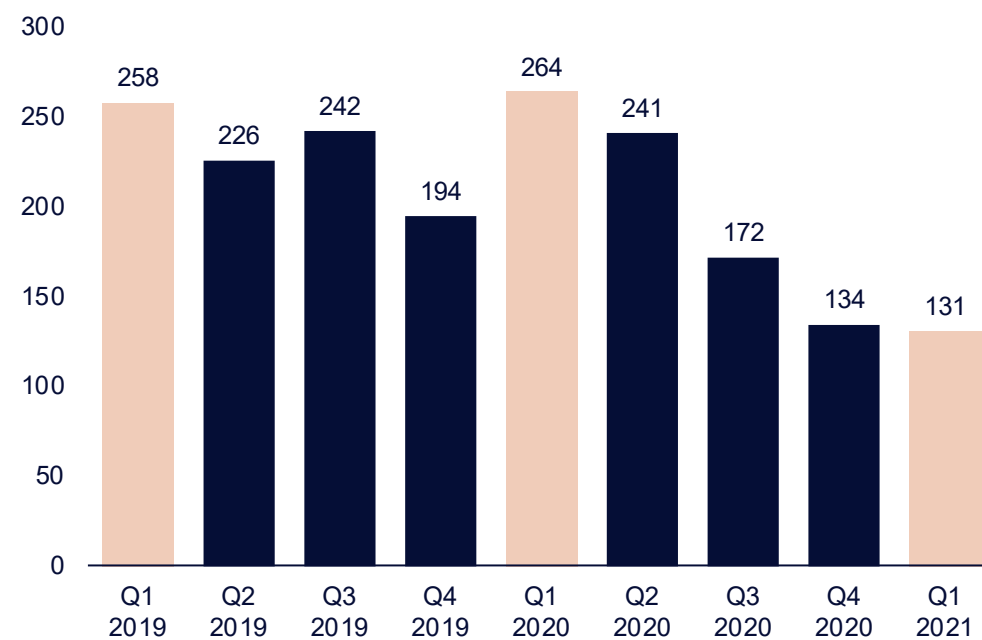


Cash flow continued to increase from previous year's level

CASH FLOW FROM OPERATING ACTIVITIES BEFORE FINANCIAL ITEMS AND TAXES, EUR MILLION



WORKING CAPITAL, EUR MILLION



Balance sheet

EUR million	Q1 2021	Q1 2020	2020
Goodwill and other intangible assets	485.9	506.9	481.9
Other non-current assets	349.7	370.1	347.2
Inventories	219.9	241.1	207.4
Trade receivables	247.2	211.4	213.8
Other current assets	5.2	32.3	29.2
Cash and cash equivalents	31.1	109.3	62.5
Total assets	1,339.0	1,471.0	1,342.0
Equity	729.0	745.5	761.6
Total interest-bearing liabilities	116.4	334.2	112.4
Lease liabilities	95.0	107.1	94.5
Trade and other payables	330.9	217.5	309.8
Other current & non-current liabilities	67.7	66.6	63.6
Total equity and liabilities	1,339.0	1,471.0	1,342.0

Inventories decreased from Q1 2020

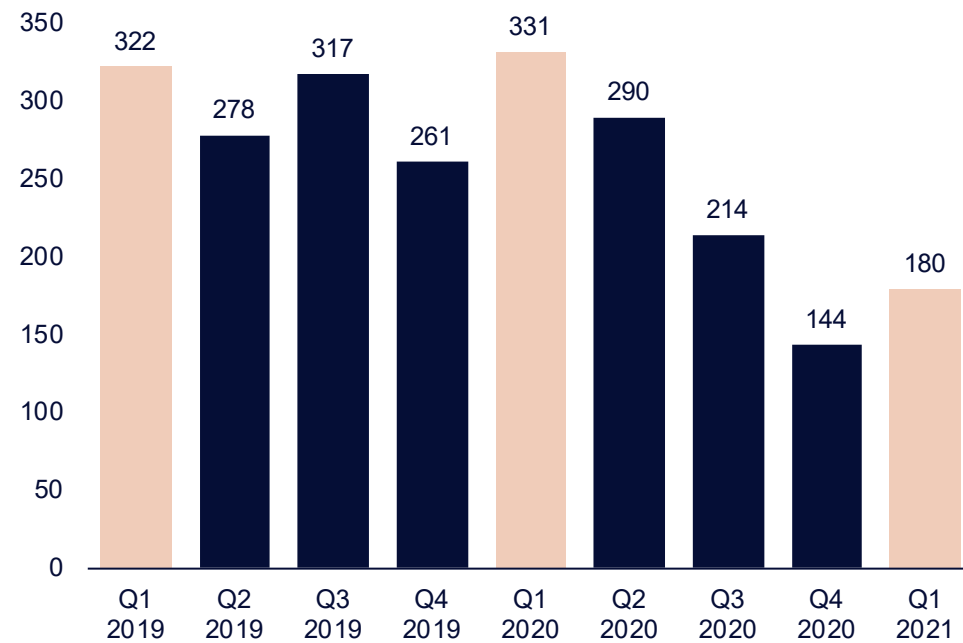
- Strong demand
- Actions to improve capital efficiency

Trade receivables and payables at an elevated level

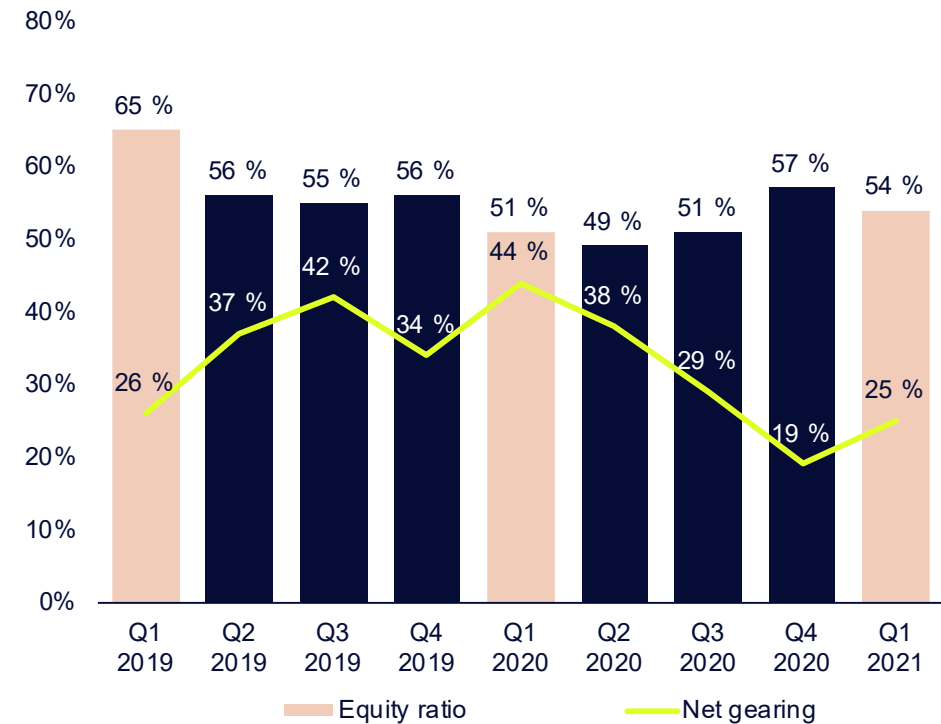


Net debt decreased significantly from the previous year's level

NET DEBT, EUR MILLION



EQUITY RATIO AND NET GEARING



Long-term financial targets unchanged



GROWTH

The average annual net sales growth to exceed 5%, through a combination of organic growth and targeted acquisitions



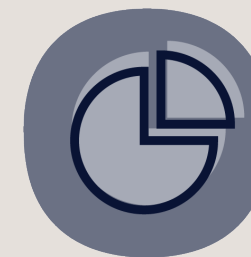
PROFITABILITY

EBITA margin to reach 12%



CAPITAL STRUCTURE

Net gearing** below 100%



DIVIDEND

Fiskars aims to distribute a stable, over time increasing dividend, to be paid biannually

2020

2.4% YoY
3.8% YoY (comparable)

11.3%
12.3% (comparable)

19%

EUR 0.60 per share, paid in two installments of 0.30 each

LTM*

7.8% YoY

14.0%
14.4% (comparable)

25%

*Last Twelve Months, referring to the period Q2 2020 – Q1 2021

**Net gearing ratio is the ratio of interest-bearing debt, less interest-bearing receivables and cash and bank equivalents, divided by total equity





Making
the **everyday**
extraordinary